

STATE OF ALASKA

DEPARTMENT OF NATURAL RESOURCES

DIVISION OF AGRICULTURE

SEAN PARNELL, GOVERNOR

■ **CENTRAL OFFICE**

1800 GLENN HIGHWAY, SUITE 12
PALMER, ALASKA 99645-6736

PHONE: (907) 745-7200

FAX: (907) 745-7112

□ **NORTHERN REGION OFFICE**

1648 S. CUSHMAN ST., # 201
FAIRBANKS, ALASKA 99701-6206

PHONE: (907) 328-1950

FAX: (907) 328-1951

□ **PLANT MATERIALS CENTER**

5310 S. BODENBURG SPUR
PALMER, ALASKA 99645-9706

PHONE: (907) 745-4469

FAX: (907) 746-1568

April 4, 2012

To Interested Chefs and Culinary Artists:

The Division of Agriculture (Division) is seeking proposals for the 2012 *Chef at the Market* program. *Chef at the Market* has two primary goals:

1. Bring attention and additional customers to Alaskan farmers markets, and
2. Teach consumers new ways to cook and prepare Alaska Grown specialty crops.

The Division intends to award multiple contracts as a result of this announcement. The Chef will be responsible for:

1. Coordinating all necessary supplies, permits and display equipment;
2. Promoting the event and soliciting media coverage through sources such as Facebook, Twitter, websites, etc.;
3. Utilizing products only available at the market that day; and
4. Submitting a brief project report including digital photos upon completion of the event.

Interested individuals should submit a proposal including the following:

1. A letter of support from the market manager(s) at the selected market(s);
2. If applicable, a letter of support from the restaurant where the Chef is currently employed; and
3. A calendar indicating the dates, times and locations of the markets to be attended.

Chefs are encouraged to apply to attend multiple markets in different locations as well as develop unique and creative events. The Division intends to pay each Chef \$500 per market event. For example, if the Division awarded a contract to Chef Amy to conduct cooking demonstrations at the Friday Fling on July 13th, the Wasilla Market on July 25th and the Houston Market on Sunday July 29th, the contract would be for a total of \$1500. Three quarters of the funding will be distributed immediately with the remaining ¼ distributed upon the Division receiving a complete project report.

Please submit your proposal via mail or e-mail no later than Monday, April 30th.

If you have questions please contact Kristi Krueger at kristi.krueger@alaska.gov or 907-761-3858.

"To responsibly develop Alaska's resources by making them available for maximum use and benefit consistent with the public interest."